

*braze*



# **U.S. Application-to-Person 10-Digit Long Codes**

This document is for informational purposes only. It is not intended to provide, nor may it be relied upon as providing legal advice in any capacity. The use of 10-digit long codes is subject to specific legal requirements. To ensure that you are using 10-digit long codes in compliance with all applicable laws, rules, and regulations, you should seek the advice of your legal counsel and/or regulatory compliance team.

# Common Terms

|                         |  |
|-------------------------|--|
| <b>10DLC</b>            | A ten-digit number to and from which text messages can be sent to and/or received from End Users of all major U.S. Mobile Carriers, also referred to as a “Long Code”.   |
| <b>A2P</b>              | Application-to-person messaging. A type of SMS messaging technique where a text is sent from a software application run by an enterprise to a consumer's device. All traffic sent via Braze is considered A2P.   |
| <b>Brand</b>            | The organization that uses 10DLC phone numbers to originate and/or receive or transmit message traffic to End Users.   |
| <b>Call-to-Action</b>   | Language encouraging or inviting an End User to opt into an SMS program. Also known as “CTA(s)”.   |
| <b>Consent (Opt-In)</b> | An individual End User’s explicit election to participate in an SMS program.   |
| <b>Campaign</b>         | This represents the type of messaging use case associated with a Brand, for example, ‘account notifications’ or ‘marketing’. In carrier terminology, these are called "Campaigns." For more specificity, Braze sometimes calls them Campaign use cases or simply use cases.<br><br>Each SMS Subscription Group using a U.S. 10DLC phone number to send messages to the U.S. should be registered with a Campaign use case. |
| <b>End User</b>         | The recipient of a wireless message. An individual person who subscribes to specific wireless messaging services or messaging applications with a US based mobile carrier.   |

## Common Terms (continued)

|                                    |   |
|------------------------------------|---|
| <b>Mobile Carrier</b>              | An owner or operator of radio, telephone, wireless communications services, and/or data networks that controls all of the elements necessary to deliver services to an end user.  |
| <b>P2P</b>                         | P2P stands for Person-to-Person messaging. In simple terms, this is when two or more people communicate over text messaging.  |
| <b>SHAFT Content</b>               | Content that contains or promotes sex, hate, alcohol, firearms, or tobacco.   |
| <b>SMS Provider</b>                | An intermediary telecoms company that transmits SMS messages from SMS senders to end users  |
| <b>The Campaign Registry (TCR)</b> | The Campaign Registry is the information hub that facilitates the registration of 10DLC messaging Campaigns. The TCR mission is to provide a simplified, fair, and unbiased service by working with Mobile Carriers, SMS Providers, and industry partners to establish common standards for A2P 10DLC messaging. The TCR issues trust scores for Brands submitting campaigns. |

## Background on 10DLC

Historically, Long Codes were meant for P2P messaging. When used for A2P messaging, they caused businesses to be constrained by limited throughput and heightened Mobile Carrier filtering (due to spam complaints). 10DLC registration was created to specifically allow commercial SMS A2P messaging using Long Codes.

**Effective July 5, 2023**, all 10DLC phone numbers used to send SMS and MMS messages to U.S. phone numbers must be fully registered to an approved Campaign under your Brand. Messages sent using unregistered phone numbers will be subject to a gradual increase of message blocking by our SMS Providers, beginning on **July 5, 2023**, ultimately leading to a full block of all unregistered U.S.-bound messages sent after **August 31, 2023**.

Braze customers who use a U.S. 10DLC should work with their Braze Account Team to complete US A2P 10DLC registration.

## What is 10DLC Registration?

There are two components to the registration that must be submitted:

1. **Brand Registration:** Brands will be required to provide their business information to the Mobile Carriers.
2. **Campaign Registration:** Additionally, Brands must specify what **type** of messages they will send via their 10DLCs, e.g. ‘account notifications’ or ‘marketing’.

# Braze as a 10DLC Provider

Braze provides customers with all of the products and services they need to start sending SMS with a registered 10DLC, including:

## Phone number procurement

- Braze will secure 10DLC phone numbers and configure them to be used in the Braze platform with [SMS Subscription Groups](#).

## Campaign and Brand registration

- You can submit your Brand and Campaign information to Braze by filling out a copy of [this form](#).
- You will also need to submit the following items:
  - A screenshot of your Call-to-Action (showing how End Users can opt-in to receive SMS). See the [Call-to-Action](#) section below for more details.
  - Your SMS Terms of Service (provide a URL to the live terms or a draft of terms that will be made publicly available to End Users). See the [SMS Terms of Service](#) section below for more details.
  - Braze SMS Operations team will submit your information to our SMS Provider in order to register your Brand and Campaign(s) with the Mobile Carriers and TCR.
    - All new U.S. A2P 10DLC Campaign registrations are subject to a manual vetting process. After the TCR has approved or rejected your registration application, Braze SMS Operations will contact you and provide next steps.

## Connectivity

- Once 10DLC registration is complete, your Brand can use its 10DLC phone numbers to send and receive SMS and MMS messages through the Braze platform.

# Additional Information

## Costs

Registering with A2P 10DLC may include several fees:

| Fee Type                   | Description   |
|----------------------------|---|
| <b>Registration Fees</b>   | Nominal fees applied when registering your Brand and use case(s) across all major U.S. Mobile Carrier networks.   |
| <b>Mobile Carrier Fees</b> | Fees charged by Mobile Carrier networks for outbound SMS and MMS messages sent to End Users. Mobile Carrier fees are higher when sending messages via an unregistered 10DLC phone number. |

Reach out to your Braze Account Team or Customer Success Manager to get started on your 10DLC registration and to inquire about updated fee estimates.

## Timeline

All 10DLC Campaign approvals are subject to a manual vetting process with our SMS Providers and TCR. Registrations may take several weeks while they complete this vetting. We are working closely with our SMS Providers to improve the vetting times and reduce delays wherever possible.

## Throughput and Brand Score

Each Mobile Carrier network determines a Brand's message throughput, which is measured by MPS. Therefore, a Brand's message throughput may differ depending on which Mobile Carrier network the message is sent to.

The TCR is a third-party agency that uses a reputation algorithm to assign a score that determines messaging throughput for your Brand. The higher the score, the more messages a Brand can send per second via U.S. 10DLC.

Brands listed in the Russell 3000 Index will automatically be granted a high throughput and score after 10DLC registration.

Your Braze Account Team will confirm your Brand's score and throughput upon registration being completed.

Scores are static and do not automatically change over time the way email reputation does. To receive a score on behalf of your Brand, Braze submits the information exactly as provided to our [10DLC registration form](#).

Low Brand Scores can result from the following:

- Data discrepancies in the information you submitted to our [registration form](#), such as a different address than the one associated with your official business registration number (e.g. EIN).
- A small brand footprint
- Length of time your Brand has been operating

In general, smaller organizations and those with less business presence will receive lower scores.

If you receive a low Brand Score, Braze will do our best to offer guidance on possible causes or resolutions.

## Daily Message Limits

T-Mobile imposes daily message limits based on your Brand's score. This daily message limit rate sets a total number of outbound SMS segments and MMS messages that your registered A2P Brand can send to T-Mobile End Users per day. The daily message limits imposed by T-Mobile range from 2,000 to 200,000. If your Brand's daily peak messages are higher than T-Mobile's daily message limit rate, consider reaching out to your Braze Account Team to discuss alternatives to 10DLCs, such as [Short Codes or Toll-Free numbers](#).

## Forbidden Message Categories for SMS/MMS in the U.S. & Canada

The following messaging use cases are not allowed on SMS or MMS in the United States or Canada.

The below information applies to 10DLC messaging, in addition to short code and Toll-Free messaging.

Additionally, certain content may be subject to messaging restrictions, even when your use case is not forbidden. For example, use of shared public URL shorteners (e.g. bit.ly links) is not allowed by U.S. carriers and may result in filtering.

| Category                             | Examples   | Notes   |
|--------------------------------------|--|---|
| High-risk financial services         | <ul style="list-style-type: none"> <li>• Payday loans</li> <li>• Short term high-interest loans</li> <li>• Third-party loans (e.g. auto, mortgage)</li> <li>• Student loans</li> <li>• Cryptocurrency</li> </ul> | <p>“Third-party” means originating from any party other than the one which will service the loan.</p>   |
| Third-party lead generation services | <ul style="list-style-type: none"> <li>• Companies that buy, sell, or share consumer information</li> </ul>  |   |
| Debt collection or forgiveness       | <ul style="list-style-type: none"> <li>• Third-party debt collection</li> <li>• Debt consolidation</li> <li>• Debt reduction</li> <li>• Credit repair programs</li> </ul>  | <p>“Third-party” means originating from any party other than the one who is owed the debt. For example, a hospital could send messages regarding bills for its own patients, assuming they provided opt-in to receive that messaging.</p> <p>Third-party debt collectors may send transactional messages that consumers have directly opted in to; however, they cannot use SMS as a channel to collect a debt.</p> |
| “Get rich quick” schemes             | <ul style="list-style-type: none"> <li>• Deceptive work-from-home programs</li> <li>• Risk investment opportunities</li> <li>• Pyramid schemes</li> </ul>  | <p>This is different from outreach about employment as a result of compliant opt-in practices, messages from brokerages to their members, investment news alerts, or other investment-related messages.</p>   |

| Category                    | Examples  | Notes  |
|-----------------------------|---|--|
| Illegal substances/articles | <ul style="list-style-type: none"> <li>• Cannabis (United States)</li> <li>• CBD (United States)</li> <li>• Fireworks</li> </ul>  | <p>Cannabis is federally illegal in the United States. Cannabis businesses will not be permitted to use SMS/MMS messaging in the U.S., regardless of message content.</p> <p>CBD is federally legal, but is subject to varying legal restrictions across U.S. states, so U.S. carriers do not permit messaging related to CBD.</p> <p>Fireworks are a regulated product and U.S. and Canada carriers do not permit messaging related to fireworks.</p> |
| Prescription drugs          | <ul style="list-style-type: none"> <li>• Drugs that require a prescription</li> </ul>   | <p>Offers for drugs that cannot be sold over-the-counter in the U.S./Canada are forbidden.</p>   |
| Gambling                    | <ul style="list-style-type: none"> <li>• Casino apps</li> <li>• Gambling websites</li> </ul>                                      | <p>Gambling traffic is prohibited in the U.S. and Canada on all number types (Toll Free, Short Code, 10DLC).</p>   |
| "S.H.A.F.T." use cases      | <ul style="list-style-type: none"> <li>• Sex</li> <li>• Hate</li> <li>• Alcohol</li> <li>• Firearms</li> <li>• Tobacco</li> </ul> | <p>While tobacco and alcohol traffic is prohibited on Toll Free, it is allowed on Short Code, or 10DLCs, as long as proper age gating procedures are in place. Firearms and vaping-related traffic is prohibited.</p>  |

## SMS Terms of Service

In accordance with industry standards, as well as Mobile Carrier requirements, Brands are required to publish a form of an “SMS Terms of Service” on their website.

To ensure TCR approval of the 10DLC Campaign registration, there are some required disclosures that must be present in the SMS Terms:

### **SMS Terms of Service Minimum Requirements:**

- The name of your messaging Campaign(s).
- Description of the Campaign(s). All types of messages that will be sent should be described clearly to End Users.
- The frequency at which messages will be sent. If an exact frequency is known, it should be included, such as “You will receive 4 messages per month.” If the frequency of messages sent will vary, you can state that the “message frequency varies.”
- “Message and data rates may apply” disclosure.
- Opt-out instructions. Brands must display instructions that End Users can take to opt-out of receiving SMS messages. An example would be including a phrase similar to “Reply STOP to cancel.”
- Customer care information. Brands must display instructions that End Users can take to receive additional help. Examples include “Reply HELP for help”, “Email us at companyxyz@xyz.com” or “Call 800-555-5555 for assistance.”
  - “Carriers are not liable for delayed or undelivered messages” disclosure.
- A link to your Privacy Policy.
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## Call-to-Action

Industry standards require specific information be included wherever individuals are invited to opt-in for SMS messages. This can be paper forms, web pages, or any other method through which the individual submits their phone number and consents to receive a message from a Brand as a result.

Advertisements and opt-in forms are also known as Calls-to-Action, or CTAs. Although the wording of your CTA will vary, the TCR requires certain disclosures to be present to complete the 10DLC registration process.

#### **Required Disclosures for SMS CTAs:**

- Program name and description \*In the U.S., this phrase is required verbatim.
- Message frequency \*\*Not required for single message programs.
- “Message and data rates may apply”\*
- Customer care contact information\*\*
- Opt-out instructions\*\*
- Link to Mobile Terms of Service
- Link to Privacy Policy

#### **Required Standards for All Short Code Opt-Ins:**

- Must be optional:** Phone number entry fields must not be pre-filled; any checkboxes or radio buttons must be defaulted to unchecked.
- Must be clear and concise:** If it is not apparent that the opt-in is optional, then the opt-in flow will be rejected by Mobile Carriers. End users cannot be required to opt-in to receive SMS as part of using a product or service.
- Must be exclusive to the registered Campaign:** End Users cannot be opted into multiple campaigns or multiple forms of communication with a single opt-in prompt. A common reason that Mobile Carriers may reject an opt-in flow is if the SMS consent opt-in checkboxes are grouped together with other unrelated checkboxes at the bottom of user registration pages (for example grouping the SMS Opt-In with the opt-in to receive emails or phone calls).

We've provided some example CTAs below that include all required disclosures.

**braze**

—

Create powerful customer engagement with ease, at any scale

Email address \*

Password \*

I accept the [Braze Terms of Service](#) and have read the [Braze Privacy Policy](#)

Phone Number

OPTIONAL: I would like to receive newsletters and updates about Braze products at the phone number provided. One message per month. Message and data rates may apply. Reply HELP for help or STOP to cancel. [Braze SMS Terms of Service](#)

**GET STARTED**

**Online Form / User Registration**

## Text JOIN to 12345

Want to stay up to date on the latest Braze developments? Text JOIN to 12345 to sign up for newsletters and updates on Braze products

Text-to-Join  
Signage / Web  
Banner

By texting JOIN to 12345 you agree to receive one message per month. Message and data rates may apply.

Reply HELP for help or STOP to cancel.

Mobile Terms of Service: <https://www.braze.com/company/legal/privacy>

Privacy Policy: <https://www.braze.com/company/legal/privacy>

## Account Configuration

First name

Last name

Email Address

Phone Number

City

State

Notification  
Preferences /  
Account  
Configuration  
Settings

### Notification Preferences

Please indicate whether you would like to receive our monthly newsletter and product updates via email or text.

Send an Email  Send a Text

Braze will send one text message per month.

*Message and data rates may apply. Reply HELP for help, STOP to cancel.*

[Mobile Terms of Service](#)

[Braze Privacy Policy](#)